

1 UNITED STATES DISTRICT COURT
2 SOUTHERN DISTRICT OF NEW YORK

3 -----x
4 HERMÈS INTERNATIONAL and HERMÈS
5 of PARIS, INC.,

6 Plaintiffs,

7 -against-

22 CV 384 (JSR)

8 MASON ROTHSCHILD,

9 Defendant.
10 -----x

11 United States Courthouse
12 White Plains, New York

13 May 4, 2022

14 (All parties appearing via teleconference)

15 THE HONORABLE JED S. RAKOFF,
16 District Court Judge

17
18 BAKER & HOSTETLER LLP (NYC)
19 Attorneys for Plaintiffs
20 BY: OREN J. WARSHAVSKY

21 LEX LUMINA PLLC
22 Attorneys for Defendant
23 BY: REBECCA TUSHNET
24
25

1 THE COURT: This is Judge Rakoff. Would counsel
2 please identify themselves.

3 MR. WARSHAVSKY: Good afternoon, your Honor. This is
4 Oren Warshavsky of Baker & Hostetler for the plaintiffs.

5 THE COURT: Good afternoon.

6 MS. TUSHNET: Good afternoon, your Honor. This is
7 Rebecca Tushnet from Lex Lumina. I represent the defendant,
8 Mason Rothschild.

9 THE COURT: Good afternoon.

10 So we're here on the motion to dismiss. Let me hear,
11 first, from moving counsel.

12 MS. TUSHNET: Thank you, your Honor. I'd like the
13 reserve some time for rebuttal, please.

14 THE COURT: My practice is to give rebuttal,
15 surrebuttal, and so forth until everyone's either exhausted or
16 has lost their voice. So don't worry about that.

17 MS. TUSHNET: Thank you, your Honor.

18 This case is about the difference between a handbag
19 and a picture of a fanciful, fake-fur covered handbag. Like
20 Andy Warhol, Mason Rothschild made art. His art sold online as
21 NFTs, which serve here as certificates of authenticity.
22 Because Rothschild made art, and because this is not a title
23 versus title case, *Rogers v. Grimaldi* applies, and Hermès has
24 not plausibly pled that the art is explicitly misleading, or
25 that Rothschild's use of MetaBirkins lacked artistic relevance

1 to his methods. But this is not unfair, it's necessary for a
2 free society that trademark owners do not get to tell artists
3 what they can depict.

4 Dismissal here is required to prevent chilling
5 effects on artists who will know otherwise that they can only
6 depict famous brands if they can spend hundreds of thousands of
7 dollars for a successful defense.

8 The objective requirements of *Rogers*, artistic
9 relevance and explicit misleadingness, are evidenced on face of
10 the work and discovery will not add relevant evidence or make
11 explicit misleadingness or lack of artistic relevance
12 plausible. *Rogers* clearly mapped out what was explicitly
13 misleading and what was --

14 THE COURT: Let me ask you preliminarily about
15 *Rogers*. Assuming arguendo that the *Rogers* test applies, *Rogers*
16 was decided on an appeal of summary judgment. So your
17 adversary says that it doesn't, even assuming it otherwise
18 would apply, it still requires balancing the artistic nature of
19 the digital images and Rothschild's own intent and so forth and
20 that that's not appropriate on a motion to dismiss. What about
21 that?

22 MS. TUSHNET: Three points, your Honor.

23 First, in fact, courts in this circuit routinely
24 dismiss cases on a motion to dismiss in *Rogers* situations. So
25 we cited *Brown v. Showtime Networks* and *Louis Vuitton v. Warner*

1 *Brothers*. They cited *Medina v. Dash Films* and *Gayle v. Allee*.
2 These are all on a motion to dismiss. There are a number of
3 others, in fact.

4 But second, in terms of rationale, *Rogers* provides
5 all the necessary guidance here. It expressly holds that
6 ambiguous or explicitly misleading titles are not actionable,
7 and it offers examples of what would be explicitly misleading,
8 things that would be apparent on the face of the work. No
9 amount of discovery will change what's on the face of the work,
10 and *AM General v. Activision* said very clearly and correctly,
11 no amount of evidence showing consumer confusion can satisfy
12 the explicitly misleading prong of the *Rogers* test because that
13 evidence goes only to the impact of the use on a consumer. So
14 the parts of *Rogers* simply don't require this kind of fact
15 finding.

16 In addition, it's clear from the complaint and from
17 the exhibits that Rothschild is adamant that he's a creator.
18 So paragraph 100 of the complaint admits that the claim here is
19 one of implications not explicitness. Then Hermès in 104, 105
20 complains that the disclaimer of affiliation with Hermès is too
21 much. Even if Hermès doesn't like it, it negates any
22 possibility of explicit misleadingness. And in fact, their
23 complaint that Rothschild was using too much disclaimer
24 highlights the wisdom of distinguishing explicit statements
25 from implication. Hermès wants you to infer a connection from

1 both having a disclaimer and not having a disclaimer. That's
2 exactly what *Rogers* instructs courts not to do, even if some
3 confusion might be reasonable under the circumstances.

4 THE COURT: Okay.

5 MS. TUSHNET: So I do want to go back, if I may, and
6 actually address the question of does *Rogers* apply, because you
7 said assume arguendo.

8 THE COURT: Yes, right.

9 MS. TUSHNET: And there are difficult questions about
10 art but whether static two-dimensional images are art is not
11 one of them. Images are at the core of what the Supreme Court
12 has for nearly 100 years protected under the First Amendment.
13 Representations of real and unreal things are art. Warhol's
14 paintings are art. These are not functional. There are no
15 allegations that you can put things in them, even within the
16 metaverse, and as such, they are pure representation and
17 therefore clearly, as was covered by *Rogers*, as the
18 Constitution requires. *Rogers* points out that it's actually
19 the First Amendment that drives this interpretation of the
20 Lanham Act, it's not statutory. It is the nature of
21 noncommercial speech, which includes speech that's sold for
22 profit, that makes it different from ordinary commercial
23 products like a Birkin or can of soup.

24 So whatever might be possible in the metaverse at
25 large, Hermès can't and hasn't alleged that these artworks are

1 anything other than two-dimensional artworks.

2 THE COURT: What if the digital images that you're
3 selling had the word MetaBirkins in the image itself not just
4 in the title, would that change things?

5 MS. TUSHNET: Your Honor, I don't think so, because
6 the question would still be about explicit misleadingness. Of
7 course, in *Rogers v. Grimaldi*, when they distribute the movie,
8 it actually had *Ginger & Fred* printed on the copies of the
9 movie. This is also, of course, true of *AM General* with the
10 Hummer shown in the advertising in the game itself, and in
11 fact, all the other cases decided under *Rogers*, including cases
12 like *Medina and Brown* and *Louis Vuitton v. Warner* where they
13 advertise the Louis Vuitton scene in the movie as a means of
14 touting the movie. So I think that's actually inherent in
15 *Rogers*.

16 THE COURT: Okay.

17 MS. TUSHNET: And I want to say a little bit more
18 about what the art is here, because Andy Warhol depicted
19 mass-market objects at the height of 1960s mass culture. Half
20 a century later, there is much greater inequality and a focus
21 on exclusivity. And to interrogate current culture it makes
22 sense for Rothschild to make art about literally unobtainable
23 luxury. He creates images of Birkins that don't exist. He
24 actually challenges us to say, okay, what is luxury? Why do
25 you value what you value? Do you value it just because of the

1 image? If that's so, that's something worth thinking about in
2 modern culture, and worth thinking seriously about whether this
3 is the kind of thing that we all want to be paying for, images
4 detached from any reality, and maybe we do and maybe we don't.
5 He might be a good artist, he might be a bad artist. People
6 have very different opinions on Warhol and always have, but he
7 is still an artist. He makes his art through communication and
8 not through selling physical objects. I also -- excuse me.

9 THE COURT: Go ahead.

10 MS. TUSHNET: I just wanted to make a point about the
11 confusion that Hermès attempts to create in its briefing by
12 merging together *Rogers* cases and title versus title cases that
13 are influenced by *Rogers*. So *Rogers* points out that the
14 categorical balancing that it mandates has to be different when
15 the plaintiff itself is known for and has the foundation of its
16 right in its own creative work, such as *Gone with the Wind* that
17 it's known for.

18 In a *Rogers* case, it's not a title versus title case,
19 so you do *Rogers* uninflected with anything else. And you can
20 see that from *Rogers* itself, which only considers explicit
21 misleadingness and artistic relevance. It doesn't do any
22 *Polaroid* balancing. Cases after *Rogers* in the same vein, like
23 *AM General*, mention the *Polaroid* factors, but if you look at
24 them, actually don't do *Polaroid* balancing, because the
25 *Polaroid* factors generally go to implicit misleadingness not

1 explicit misleadingness. Title versus Title cases are
2 different. You still have to take account of the First
3 Amendment, but because of the greater potential for confusion,
4 you do a First Amendment inflected *Polaroid* analysis, still
5 giving very heavy weight to the First Amendment interest in
6 free expression. But they're not the same, and Hermès'
7 foundation of its right is not in a title, that no *Polaroid*
8 analysis is required.

9 THE COURT: Okay. I think maybe it's time to hear
10 from plaintiffs' counsel, then we'll come back to defense
11 counsel.

12 MR. WARSHAVSKY: Thank you, your Honor.

13 Your Honor, I think I would start with how my
14 adversary defined the issue. The issue is the title for
15 artworks. And I think my adversary's argument here is really
16 about the case that they think they've pleaded or maybe one
17 that they expect to happen after discovery rather than what's
18 in our complaint. And what I would start with -- I'll address
19 the title piece shortly -- but what I would start with is all
20 the uses -- well, let me take a step back.

21 Our complaint alleges trademark infringement through
22 a real -- a series of conduct, a real course of conduct over a
23 few month period. And much of that, much of those all
24 allegations have nothing to do with a title of the artwork,
25 they have to do with the opening of storefronts under the name

1 MetaBirkins. It has to do with a web page called MetaBirkins.
2 It has with a Twitter handle and an Instagram account called
3 MetaBirkins, all of which promote sales, all of which link to
4 storefronts.

5 In point of fact, also in our complaint, if your
6 Honor would like, I can cite you to paragraphs. Might take a
7 moment but I can do.

8 The defendant has actually marketed other NFTs under
9 the MetaBirkins brand. In effect, in our complaint, we
10 actually point to the fact that the defendant has created these
11 hashtag campaigns using the MetaBirkins' mark, and in point of
12 fact his contributors for other, the non-MetaBirkins NFTs still
13 use those MetaBirkins hashtag campaigns. In all those
14 instances, MetaBirkins is being used as a trademark not as a
15 title to anything. But then when we talk about, well, what are
16 NFTs and is this artwork, and we heard an interesting
17 discussion from Professor Tushnet, but what I would suggest is
18 that we look at, rather than the commentary about what we
19 believe the NFTs are meant to be commentary about and actually
20 compare it to the defendant's own words. And in that, your
21 Honor, I would turn to Exhibit Y of the complaint, which is a
22 Yahoo finance article, and beginning at the bottom of the first
23 page, Mr. Rothschild, we'll call him a defendant, I'm not sure
24 what his real name is, he says, he starts by saying, "I mean,
25 for me, there's nothing more iconic than the Hermès Birkin bag.

1 And I wanted to see, as an experiment, if I could create the
2 same kind of illusion that it has in real life as a digital
3 commodity." So he's calling it a commodity, not a work of art.

4 Later, in the same paragraph, he says, "Because I
5 feel like there's nothing stronger in this NFT space than
6 community and being able to garner the attention and build a
7 relationship with the consumer."

8 Later, further down on the second page of this
9 article, again at Exhibit Y, Mr. Rothschild is speaking and he
10 says, "I was explaining to somebody before, there's not much
11 difference between having the crazy car or the crazy handbag in
12 real life because it's kind of just that, that showing of like
13 wealth or that kind of explanation of success. And now you're
14 able to bring that into the metaverse with these iconic NFTs
15 that have fetched crazy amounts of money."

16 If we skip to the bottom of that page, again, it's
17 the second page, he's asked by the interviewer, it's the last
18 question, the interviewer asks, "But do you have to look out
19 for counterfeiting, you know, in the NFT space?"

20 The defendant answers, "100 percent. Actually, like
21 before my collection dropped, there was a bunch of like
22 counterfeit NFTs that weren't from my collection. We're in the
23 process of like verifying mine on OpenSea." Skipping a little,
24 further down he says, "So, yeah, like counterfeits are
25 definitely there."

1 And I'm going to stop at that, your Honor, because
2 what is a counterfeit? What is the defendant -- let's take the
3 defendant at his own words. The defendant is not saying he's
4 saying artwork, he's not saying he's commenting, he is telling
5 you very plainly that he is trading off on the goodwill of
6 Hermès and he's doing so to make money because there's a
7 blurred distinction. Because people just like they will pay
8 for an iconic bag, he's hoping they'll pay for what he calls a
9 digital commodity, and he once said others seeing the value are
10 counterfeiting his MetaBirkins. So he may think he's a
11 terrific craftsman, but your Honor, so are the people selling
12 fake Rolexes and fake Hermès bags near the courthouse. Those
13 are genuine -- I'm sorry, they're not genuine, they're far from
14 genuine. Actually, they're great craftsmanship. A lot of
15 people can't tell them apart. Certainly there's artistic value
16 to any of this. It doesn't allow for trademark infringement.
17 Here, what's happening is the defendant is trying to cash in on
18 Hermès' name and he has succeeded.

19 Mr. Rothschild, or again, whatever his name is, his
20 other works sell for nothing. These sell for the same price as
21 Birkin bags. Then we can look to the confusion. I know for
22 trademark infringement we look to likelihood of confusion, but
23 at this stage I think I would just point -- we can go through
24 those factors, but I would point to the actual confusion.

25 Not surprising, because he's adopted the entire

1 Birkin trademark, Mr. Rothschild has confused *Elle* magazine, he
2 confused the *New York Post* fashion reporters, he confused an
3 intellectual property attorney giving a speech on NFTs and the
4 metaverse speaking at an intellectual property conference. He
5 confused another journal called *L'Officiel*, I think. It's all
6 cited in our complaint. But he's also confused consumers.
7 Consumers, you can see, we've quoted a few in our complaint,
8 but they thought -- not only did they think it was from Hermès,
9 not only did they complain, they thought it was somehow
10 attached to a real Hermès bag, because that's what others have
11 done.

12 So I think, your Honor, when you look at the totality
13 of the defendant's conduct, this is trademark infringement.
14 It's no more, no less.

15 THE COURT: If I were to conclude that your complaint
16 does not plausibly allege that Rothschild is currently selling
17 digital handbags, would I then have to grant the motion?

18 MR. WARSHAVSKY: Not at all, your Honor. I think
19 we've gone through the likely -- I hope we've gone through, in
20 a good way, the likelihood of confusion analysis, but it never
21 has to be the same goods. Trademark infringement is about
22 whether or not -- the touchstone is a likelihood of confusion
23 and is the eight *Polaroid* factors, and it goes through whether
24 consumers would be confused. And in fact, one of the factors
25 is likelihood, whether there's a likelihood of bridging the

1 gap. And the likelihood of bridging the gap, it starts with
2 the assumption that the trademark owner is not in the space.
3 And there's plenty of cases, and I don't think we've cited
4 them, because I don't think we anticipated that question, but
5 we're happy to send you that, if you'd like, plenty of cases
6 where an infringer is not allowed into a certain zone where
7 those goods would confuse the ultimate consumer.

8 But, your Honor, it's not just trademark infringement
9 that's alleged in our complaint. There's also cybersquatting
10 from taking the name, which is pretty simple, but also
11 dilution. And that one, I think if you look at the test for
12 dilution, I think, again, we could -- Mr. Rothschild's
13 interview from *Yahoo Finance* would certainly cover that, but
14 certainly seems to hit the entire test, but we discuss that, I
15 think it's on page 15 of our opposition, but that dilution
16 assumes that -- or can include certainly cases where it's
17 different goods.

18 So I think under any of our causes of action the
19 identity of the goods is not the touchstone for the test. It
20 could be relevant.

21 And your Honor, I'm not sure that -- your Honor, I
22 feel like through the briefing we used the term digital handbag
23 because that's what was being used in some places. Other
24 places he used commodity. I don't really know, in fairness,
25 what they call this other than it's an NFT, it's a digital

1 commodity, it looks like a handbag. Whether it can be used to
2 store a phone. I just don't know. I don't know enough. I
3 don't know that we know enough right now to get there.

4 What we're complaining about is the use of the name.
5 In fact, your Honor, I guess one point I would say with respect
6 to all of these is Birkin is not a word that otherwise exists
7 in the English language. Birkin is a term that's unique, and
8 people hear the term Birkin, and we've alleged this in the
9 complaint, and we've given a lot of support for it, people hear
10 the word Birkin and they assume that it's Hermès, and everybody
11 identifies it with the iconic Hermès Birkin bag, much like they
12 would with Coca Cola. If you hear Coca Cola -- if I see a
13 shirt that says Coca Cola, just because it's not a soft drink
14 doesn't mean it wouldn't be confused or that it might not be
15 confused that it's Coca Cola authorized or somehow associated
16 with or affiliated or endorsed by Coca Cola.

17 I don't know if I've answered your question.

18 THE COURT: Yes, you have.

19 MR. WARSHAVSKY: Okay.

20 THE COURT: So anything else you wanted to say?

21 MR. WARSHAVSKY: I don't think so. I might just
22 touch, your Honor, on the issue with the disclaimer. I think
23 we plead, and I think the law is pretty good in this regard,
24 your Honor, that a disclaimer, first of all, a lot of
25 disclaimers don't work. Some of them actually sow seeds of

1 confusion. Here, whether a disclaimer works or doesn't work
2 would be an issue of fact at the very least, and frankly, the
3 disclaimer is only on one of these storefronts. So I think to
4 the extent the defendant wants to seek some sort of safe harbor
5 in the fact that one of the storefronts during the sale may
6 have had a disclaimer, the fact the rest didn't and he
7 continues to market certainly doesn't.

8 And I would also, your Honor, point -- I guess
9 there's a disclaimer after the fact is also looked at
10 differently, that's the *Chambers* case, your Honor.

11 And I would also, I think, go back to one other point
12 about the fact that this is a trademark usage, your Honor,
13 which is that we've alleged in our complaint, and obviously we
14 think it's true, that the defendant actually has said he's
15 going to set up a MetaBirkins marketplace and a MetaBirkins
16 exchange for the exchange of NFTs. I'm not exactly sure I know
17 the difference between these two things are, however, that is
18 clearly, that is not -- there's nothing about it that's
19 artistic. That's promotion. That's using a trademark. And I
20 believe that's all. If anything else comes to me --

21 THE COURT: I'll give you another shot in a minute.

22 MR. WARSHAVSKY: Okay.

23 THE COURT: Let me hear from moving counsel again.

24 MS. TUSHNET: So Hermès counsel expressed some
25 uncertainty about what you call this. What you call is this is

1 an image. And indeed, Hermès' complaint repeatedly does.

2 Relatedly, the concept of commodity and the concept
3 of work of art are not opposites. Your own bookshelves, your
4 Honor, undoubtedly feature many commodities with standard
5 exchange values that are fully protected by the First Amendment
6 because they are books and art. Rothschild is asking with his
7 art where does aura come from. The relationship between art
8 and commerce has been a major subject for artists for decades,
9 and the question that *Rogers* asks you to ask as a threshold
10 question is, is this an expressive work or is he selling an
11 ordinary consumer product like a can of soup? And the answer
12 is clear and I don't think really contested here.

13 Relatedly, *Rogers* explicitly approved the marketing
14 activity surrounding a film, and for good reason. And indeed,
15 subsequent *Rogers* case like *Empire* and *AM General* have also
16 done so explicitly.

17 Rothschild, like other artists, is allowed to tell
18 you what he created. My esteemed colleague omits the things
19 he's calling storefronts, web page, Twitter, Instagram, all of
20 them about MetaBirkins telling you what he has created as an
21 artist. And indeed, selling a picture is protected by the
22 First Amendment. The fact that it sold for money does not
23 change the level of First Amendment protection it gets. There
24 are no nonconclusory allegations that these marketing uses are
25 anything other than statements pointing to his authorship of

1 the MetaBirkins images. So for example, Exhibit AZ he calls
2 MetaBirkins my previous project. That type of promotion is
3 clearly allowed by *Rogers* itself.

4 In *Empire*, in fact, the defendants created an entire
5 brand connected to the *Empire* TV show, including marketing
6 performances by artists who had been featured on the show. In
7 *Louis Vuitton*, they marketed the movie with pictures of and
8 references to Louis Vuitton. These results are logical because
9 the protection granted by the First Amendment who makes the art
10 also should allow artists to tell you what they have to offer.

11 So again, other cases that have granted motions to
12 dismiss have included allegations about marketing, for example,
13 *Brown v. Showtime Networks*, which we cite in our motion to
14 dismiss, alleged a marketing strategy of promoting the
15 plaintiff's appearance in the accused film. After that, I
16 think there is not too much, although I want to make a couple
17 of comments about some various points.

18 In terms of Rothschild complaining about
19 counterfeits, he's created a copyrighted work, actually, he
20 created 100 of them, he has the right to object to unauthorized
21 copies, like the copyright of *Ginger & Fred* does, like
22 Activision does very actively with *Call of Duty*.

23 And with respect to actual confusion, just a couple
24 of points. The existence of questions online actually
25 demonstrate that there's no explicit misleadingness. Because

1 if the misrepresentation were explicit, there would be no need
2 to ask questions.

3 Relatedly, this is evidence of the effect not of
4 whether the artwork itself is explicitly misleading, and no
5 amount of implication adds up to being explicitly misleading.
6 Indeed, counsel's own discussion of the assumptions that people
7 are making demonstrates there's no explicit misleadingness.

8 Finally, and relatedly, the disclaimer can only
9 create an issue of fact if you're performing regular *Polaroid*
10 analysis. It cannot create an issue of fact as to explicit
11 misleadingness. I think that basically deals with the other
12 causes of action as well. I will just mention that for
13 cybersquatting *Rogers* is a First Amendment test that carried
14 out the necessary balancing, and therefore, both logically
15 applies and informs your judgment of what counts as plausibly
16 pleading something. It can't be bad faith to make a work that
17 is protected by the First Amendment and tell people that you
18 have made that work.

19 Relatedly, with dilution, along with First Amendment
20 as a direct barrier to a dilution claim, there is an explicit
21 exception for noncommercial uses, and as we explain in the
22 briefing, the courts and Congress have been clear that
23 noncommercial for the purpose of the dilution exception means
24 what it means for speech. That is, is it speech that does
25 something more than propose a commercial transaction? If it is

1 a thing that is, in fact, being sold to you, that is
2 noncommercial speech, like the *New York Times*, like a Warhol
3 painting, and like other kinds of art.

4 Thank you.

5 THE COURT: Thanks a lot. Let me hear finally from
6 plaintiffs' counsel.

7 MR. WARSHAVSKY: Thank you, your Honor.

8 Your Honor, again, I know I said it before, I'm going
9 to repeat it. I feel like some of counsel's argument is really
10 more about a case they think we've pleaded but not apparent
11 from the pleadings, and I would start with the issue that
12 MetaBirkins are somehow commentary. I don't know where -- we
13 read to you, I read to you earlier the defendant's interview.
14 Not once did he say it's commentary. He says he's trying to
15 replicate Birkin bags. It has nothing to do with commentary,
16 and it's not in the complaint anywhere. His attorney -- on the
17 other side -- maybe ultimately the facts will yield this, but
18 not in the -- not in a lengthy complaint and all the exhibits
19 that we've provided is there anything about commentary. And
20 the notion that it's just a title for artwork really does
21 ignore what's in the complaint. And again, I would take your
22 Honor to the marketing of the other NFTs, which are called "I
23 Like You You're Weird," or we refer to ILYYW, I think. That's
24 marketed under the MetaBirkins trademark. MetaBirkins have
25 become a d/b/a for Mr. Rothschild. It's not his name.

1 Turning to the books argument, I find it a curious
2 one. Yes, a book is a commodity, but if I adopted your name,
3 your Honor, and started publishing a book, certainly you'd be
4 able to stop me. That's not a trademark case. I guess it
5 would be a right of publicity type case. But ultimately, even
6 in the *Rogers* case there's a discussion about the Jane Fonda
7 book series and that you can't just turn the Jane Fonda workout
8 into a set of books and say it's Jane Fonda books, Jane Fonda
9 workout books, because that would be infringement.

10 And the Lanham Act generally, the Lanham Act does
11 have its own fair use, which is meant to be the negotiation
12 between the First Amendment and the Lanham Act.

13 In the *Rogers* case, I understand why counsel is
14 leaning so heavily on it but this is not like -- factually it's
15 just distinct. And what I think this case is much more like,
16 your Honor, is your own case, *Chambers v. Time Warner*. And In
17 *Chambers*, I assume you're familiar with it, but it is almost
18 two decades old, so just for the record, what I'll say is that
19 was the case where the plaintiffs were musicians, they brought
20 a claim in what remained in the 2003 decision, and your Honor
21 particularly in 2003 WL 7494922, where the plaintiffs brought a
22 claim -- they're musicians, recording artists that brought a
23 claim against MP3.com. And MP3.com was using the plaintiffs'
24 names properly to identify an index the catalog, and the
25 plaintiff said the use of their name suggested an endorsement

1 under the Lanham Act. The defendant responded that it was
2 nominative fair use, which is slightly different, I'll admit,
3 than the claim here. But the test is still the same, it's
4 about likelihood of confusion. And your Honor allowed the
5 complaint to go forward because you found that the plaintiff
6 had alleged there was a likelihood of confusion. There was a
7 likelihood that consumers would believe that the songwriters or
8 musicians had, in fact, endorsed the MP3.com service. So too,
9 here, we have an audience that believes that Hermès is behind
10 the MetaBirkins.

11 And the defendant, Mr. Rothschild, has a whole world
12 of names to pick from. Why did he choose the MetaBirkins name?
13 Now we've heard a very nice discussion again from counsel about
14 that it was commentary. I defy you to find that in anything
15 that's been submitted as part of the complaint. But again,
16 what I would say, at best there's a factual issue. I don't
17 even think you could grant summary judgment at this point in
18 light of the admission in the Yahoo article. I could point to
19 the other evidence, but that Yahoo article in and of itself are
20 the plaintiff's own words; he was doing it to emulate the
21 Hermès Birkin brand, and he said it's blurry and he was trying
22 to cash in on it because it's an iconic brand that he could
23 trade its good will. And that's my commentary, he didn't say
24 that last part.

25 What I will say, though, is what I find very

1 interesting is when counsel says, well, of course he could have
2 stopped lookalikes. That is not what is in this article. It's
3 about whether others could use the MetaBirkins name. And if
4 Mr. Rothschild thinks that he could stop other people from
5 using the MetaBirkins name, it means that it's because he
6 believes it's his trademark. And he certainly, if you look
7 through our complaint, he certainly is using it that way.

8 And so all we would say, your Honor, is take him at
9 his word and listen to him and our complaint reads right
10 across. I would challenge that it's conclusory allegations,
11 but that's in front of your Honor to look at.

12 I don't know if there are other questions --

13 THE COURT: Both of you have very ably addressed most
14 of the questions I had. I will give, if there's anything
15 further that moving counsel wanted to say, I'll give her that
16 opportunity.

17 MS. TUSHNET: Thank you, your Honor.

18 Since *Chambers* I don't believe is in the briefing, I
19 will just say quickly and without too much time spent reviewing
20 it, I will point out that right after *Chambers* came down,
21 *Dastar* was decided, which clearly eliminated the theory of the
22 case. So that does relate to the *Dastar* argument, which I'd be
23 happy to talk about, but we've also briefed it.

24 The other things that counsel brought up I would say
25 *Rogers* itself clearly rejects the adequate alternatives test as

1 insufficient to protect artists First Amendment interest.
2 Titles can be integral parts of the work, they tell us how to
3 interpret the works. And indeed, titles have trademark
4 functions, which is why the Court in *Rogers* found the need to
5 develop a special test. If they didn't have trademark
6 functions, then we wouldn't be wondering about what is the
7 extent of a trademark owner's right to control title. But
8 because they are inextricably intertwined with the
9 noncommercial elements, we do need a separate test regardless
10 of their trademark function.

11 And just last, in terms of whether this is
12 commentary, counsel read out Rothschild's statement that he was
13 trying to find out where aura comes from.

14 Is luxury about reality or is it only about image?
15 That's actually an artistic motivation. We think that makes it
16 simple. Thank you.

17 THE COURT: Thank you very much.

18 I thank both counsel for this very helpful argument.
19 Also, thank you for your proposed case management plan, which I
20 will adopt, and of course it will be dependent on how I resolve
21 this motion, but assuming for the sake of argument we do go
22 forward, then that will be the governing schedule, and we will,
23 in terms of the case management, we'll set down the final
24 pretrial conference for November 4th at 4:00 p.m.

25 Since the first operative date is, in the case

1 management plan, is May 9th, I will get you by no later than
2 Friday afternoon of this week a bottom-line ruling on this
3 motion, so we'll know whether we go forward or not. I won't
4 have time to write a full opinion, that will follow in due
5 course, but you will at least know the bottom line and whether,
6 therefore, we go forward or not.

7 So I think that covers everything on my list;
8 anything else counsel needed to raise?

9 MR. WARSHAVSKY: Not from the plaintiff, your Honor.
10 Thank you.

11 MS. TUSHNET: No, your Honor. Thank you.

12 THE COURT: Thanks very much.

13 That concludes this proceeding.

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